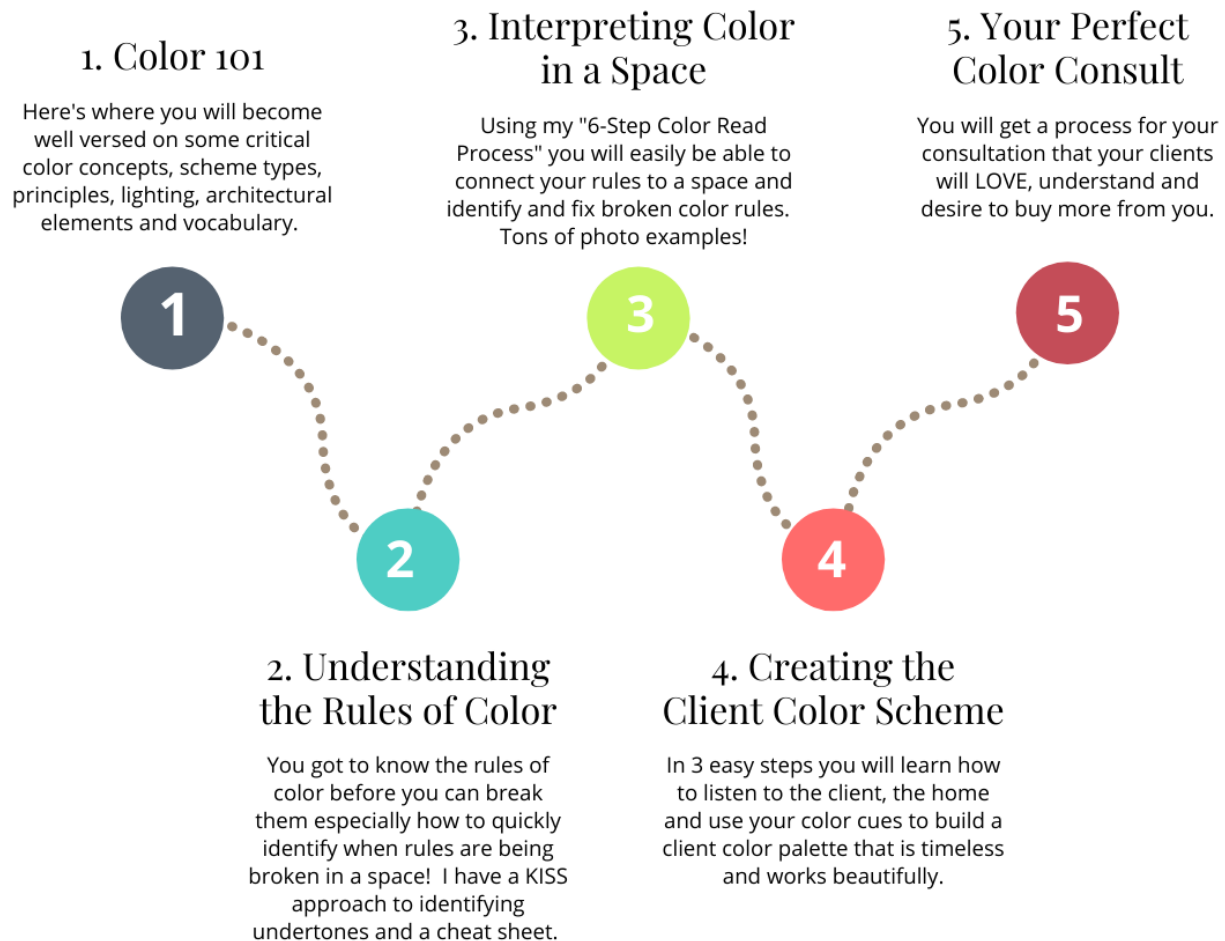




Certified Color Expert Example Training Calendar

The CCE program is self-paced and at your fingertips. When you sign up, you will be mailed a large package that includes your CCE Training Manual, CCE Large Paint Color Sample Binder and the main Sherwin Williams paint fan deck.

Certified Color Expert (CCE) Success Path





Day One – 5 Hours - To Do Right Away

- ☐ Watch the Welcome and Color Tools Video
- ☐ Edit Your Profile for the Color Directory at ASHSR (see “Color Resources” in the menu for instructions)
- ☐ Go to the Welcome and Color Tools Section and connect with your local paint representatives
- ☐ Order your large sample color sheets (instructions in next video)
- ☐ Watch the Design and Color Trends Videos in the Color Resources section and connect with several catalogs
- ☐ Watch my “How to Shop Trade” video and review my shopping advice in the Color Resources section if you want to expand your business to selling trade furnishings easily
- ☐ Module 1 – Watch the Color 101 video, take notes and download Color Name Cheat Sheet

PREMIUM CERTIFICATION COURSE

Module 1 - Color 101

2 LESSONS +

Before you can become a color expert, we need to make sure you are well versed on some critical color concepts, scheme types, principles, lighting, architectural elements and vocabulary.

What You Will Learn:

- How to Understand the Principles and Attributes of Color
- Color Concepts and the Artists Vocabulary (Talk the Talk)
- The Color Wheel, Why it Works and How to Use It
- Color Schemes and When to Use Them
- Color with Respect to Light, Architecture, Emphasis, Meaning and Mood
- Understanding Color Codes

Downloads and Resources:

- Module One Presentation Slide Deck to Follow Along
- Color Vocabulary Cheat Sheet
- Color Schemes Cheat Sheet
- Color Meaning and Emotion Cheat Sheet
- Color Name Cheat Sheet



Day Two – 5 Hours – After Your Package Arrives (takes about 5 business days)

- ☐ Unpack CCE Package and familiarize yourself with the tools and resources
- ☐ Training Manual – Read the Overview, Why Color, Color Trends and Module 1
- ☐ Training Manual – Read Module 2 section and download forms
- ☐ Module 2 Video - Quick Introduction
- ☐ Module 2 Video - CCE Rules of Picking the Right White
- ☐ Module 2 Video – CCE Rules of Picking the Right Neutral
- ☐ Module 2 Video – CCE Rules for Picking the Right Color

PREMIUM CERTIFICATION COURSE

Module 2 - Understanding the Rules of Color

4 LESSONS +

In this module, we break color down into three categories you can easily understand while letting you know the rules that govern each color category. Very commonly people are breaking the rules of color in their homes, so identifying those issues and knowing the rules will be the first step in creating the most ideal color schemes. Don't worry, we even have a "Color Rules Cheat Sheet" for you to download.

What You Will Learn:

- Three Categories of Color - Transforming the way you see color
- Understanding the Four Types of Whites
- Starting with Whites and How to Specify the Right White for the Home
- Rules of Whites
- Types of "Neutrals" and How to Break Them Down Easily
- Rules of Neutrals
- Using Your Tools to Easily Ascertain Undertones in a Space (A "KISS" Approach)
- Working with Colors and the Color Rules
- Easy Analogy for Color Scheme Creation (Another "KISS" Approach that Client's Love)

Downloads and Resources:

- Module Two Presentation Slide Decks to Follow Along
- Seasonal Color Cheat Sheet
- Color Rules Cheat Sheet



Day Two – Continued

- ☐ Training Manual – Read Module 3 section and download forms
- ☐ Module 3 Video - Quick Introduction
- ☐ Module 3 Video – Part 1 - Interpreting Color in a Space
- ☐ Module 3 Video – Part 2 - Interpreting Color in a Space

PREMIUM CERTIFICATION COURSE

Module 3 - Interpreting Color in a Space

2 LESSONS +

In this module, we will go over how to build upon what you've already learned to assess the color cues in a home and begin building the color palette. There is a lot of design know-how in this section but don't worry, I show you tons of photos, as well as break down the process into 6-Steps for a perfect Color Read on the space.

What You Will Learn:

- 6- Step Color Read Process
- Identifying "Dictators" or "Stars"
- Identifying "Showstoppers"
- Rules for Dictators
- Recognizing the Home's Age and Trend Cycle
- Rules for Fixed Finishes and Color – Floors, Fireplaces, Carpet and Glass
- Connecting the Rules with the Space –Home Photos
- Working Around Showstoppers
- Rules for Showstoppers
- Two Home Color Consultation Examples and How To Handle Them
- Filling Out the CCE Client Color Read Cheat Sheet
- Recapping the 6-Step Color Read Process

Downloads and Resources:

- Module Three Presentation Slide Decks to Follow Along
- CCE 6-Step Space Process
- CCE Color Read Worksheet
- Granite Cheat Sheet



Day Three – 7 Hours

- ☐ Training Manual – Read Module 4 section and download forms/research colors
- ☐ Module 4 Video – Quick Introduction
- ☐ Module 4 Video– Part 1 - Listening to the Client and Mistakes to Avoid
- ☐ Module 4 Video – Part 2 - Listening to the Home and Finding Your Color Cues
- ☐ Module 4 Video – Part 3 – Color Ratios, Using Technology Tools to Create Schemes for Inspiration and Audra’s Top 150 Paint Colors
- ☐ Module 4 Video – Part 4 – Example Exterior Color Consultation Using SW Visualizer

PREMIUM CERTIFICATION COURSE

Module 4 - Creating the Client Color Palette

4 LESSONS +

This is where we have a ton of fun finding the color cues in the home and building our client's color palette! Make sure you complete all three parts of this module before moving on to Module Five.

- 7 Mistakes Color Consultants Make
- Creating the Color Palette in 3 Steps
- Listening to the Client – CCE Client Pre-Appointment Interview
- The Phone Call - Your Unique Selling Proposition or Why You Rule!
- Getting the "Home Read" – Architectural, Interior, Demographic, Sun, Fixed Fixtures
- Finding the Client Color Cues – A Little Detective Work
- Using Color Ratios
- How to Springboard to More Design Work
- Using a Color App to Match the Accent Color
- Always Training Your Eye for Home Style and Integrity – Useful Resources
- Using Sherwin Williams Color Snap and Color Visualizer for Exterior Color Consultations
- Preparing for Exterior Color Consultations Easily Using Color Tools
- Inspirational Color Schemes
- The Truth of the Matter and How to Simplify Your Process
- The 120 Best Selling Benjamin Moore Colors
- Audra's Top 100 Most Useful Benjamin Moore Paint Colors in a cheat sheet format
- Audra's Top 50 Most Useful Sherwin Williams Paint Colors in a cheat sheet format
- Using the CCE Paint Color Cheat Sheet, Taking Notes and Seeing Color Truly
- Building Your Custom Color Key Binder and Ordering Color Sheets

Downloads and Resources:

- Module Four Presentation Slide Decks to Follow Along
- CCE Pre-Appointment Client Interview Form
- Audra's 150+ Paint Color Cheat Sheet Spreadsheet
- Audra's 150+ Paint Color Cheat Sheet PDF
- Benjamin Moore Paint Swatch Images Zip File



- ☐ Module 5 Video – Quick Introduction
- ☐ Module 5 Video – Part 1 – Pricing, Payment and Phone Script
- ☐ Module 5 Video – Part 2 – Consultation Research and Timeline
- ☐ Module 5 Video – Part 3 – Your Awesome Consultation Walk Through Process
- ☐ Module 5 Video – Part 4 – Consultation in Action
- ☐ TEST for Certification – Take the CCE Test at the end of Module 5 for electronic certificate and all logos to download...congrats!

PREMIUM CERTIFICATION COURSE

Module 5 - Perfecting the Color Consult

6 LESSONS +

In this module, it's all about how you present, price, research and structure the Color Perfect Home Consultation. At the end of the day, that's what our clients want: a Color Perfect Home. Who doesn't want that...right?

What You Will Learn:

- Why use the "Color Perfect Home" Consultation process
- Let's talk money and your exact pricing for the color consultation
- Doing the financial math and how you can make over 6 figures in color consultations alone
- Using our phone call script to close the sale
- The Pre-Appointment Sheet take-aways
- How to collect payment and best practices
- How to do valuable research on the home and client ahead of time, so you're prepared
- The "Color Perfect Home" Consultation - A quick, step-by-step approach
- The Color Perfect Consultation Timeline
- How to use the Color Perfect Consultation Questions
- How to conduct the walk through with the client
- How to test your large, paint samples using our control sheet
- Reminders on color rules and finding inspiration
- How to do an exact consultation using a home example, so that you're completely comfortable with the process

Downloads and Resources:

- Color Price and Service Sheets (2 Examples based on US demographic)
- Color Perfect Consultation Questionnaire
- Consultation Checklist
- CCE Phone Script



Module 6 Marketing is all about getting the word out about your CCE services so have fun with it and give yourself 5 more hours to get through the marketing which will rapidly grow your business!

PREMIUM CERTIFICATION COURSE

Module 6 - Marketing Your CCE Easily

5 LESSONS —

> CCE Module 6-Part 1- Marketing Plan and Target Markets

It's so much easier to sell a client who has phoned you than doing outbound marketing! In this module, we will explore some critical marketing methods you should already be doing, as well as some top ways to market the color side of your business.

> CCE Module 6-Part 2- Connecting Your Business Online

Now that you've done the research, know your key words and what to say, let's connect your website color expertise page to some FREE, key online directories. This way you get found and called when anyone searches for a Color Consultant near you.

> 8 Easy Ways to Get Clients Without Cold Calling

Most designers and stagers are doing social media wrong and this presentation walks you through the right way to post on social, grow your following and do Facebook Ads and Google Ads.

> Canva Templates

Wouldn't it be great if super cool, Color Guides, Hand-Outs and Paint Finish Postcards were available to you to quickly edit in Canva and get printed/download? We got you covered with our professionally designed Canva Templates that make you look good!

- The Ultimate Guide to Picking the Right Paint Color (24 Page Freebie)
- Paint Finish Cheatsheet (for giving to painters, paint companies and as mail-outs)
- Color Perfect Consultation Questionnaire card to give to clients
- Color Mailer to new home owners and more...

> How to Build a Sales Funnel

Put Your Marketing on "Auto-Pilot" Using a Sales Funnel & Facebook Ads
This video training walks you through setting up a "sales funnel" for your business, so that visitors who find your website will provide their email. Once you have an email you can give them more valuable information, build your credibility and stay in touch!